

REP HEADLINE# 8425798  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT24/16 10.01  
\*\*\* KPLC-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/J KENNEDY/R/SEN/LA  
AGY # \_\_\_\_\_ AGY. NAME SMART MEDIA GROUP

1427 LESLIE AVE  
ALEXANDRIA, VA 22301

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME PATRICIA DOME  
SALES PRSN WA- MATTHEW WURM (H)

ORDER # \_\_\_\_\_ CONTRACT # 8425798

CLASS: NATL. LOCAL REGIONAL

PRDCT KENNEDY FOR SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT25/16 OCT31/16 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE OCT24/16 10.01

REP: NEW ORDER  
TTL \$7,140 @ 32X  
PLS CONFIRM  
THANKS JASMINE FOR MATT

POL 5798

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING  
\*\*\*\*\*IDB# 1046\*\*\*\*\*

KENNEDY FOR SENATE

Ken 10.25-10.31

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

AGENCY ADVERTISER CODE = KENN  
AGENCY PRODUCT CODE = ORDR  
AGENCY EST# = C25C31

|                     |  |  |             |    |  |            |       |       |   |  |     |   |
|---------------------|--|--|-------------|----|--|------------|-------|-------|---|--|-----|---|
| 1                   |  |  | 1000P-1035P | 30 |  | \$1,010.00 | 10/28 | 10/28 | 1 |  | FRI | 1 |
| PROGRAM : 7 NWS 10P |  |  |             |    |  |            |       |       |   |  |     |   |
| CON COM1: 7 NWS 10P |  |  |             |    |  |            |       |       |   |  |     |   |

|                       |  |  |             |    |  |         |       |       |   |  |     |   |
|-----------------------|--|--|-------------|----|--|---------|-------|-------|---|--|-----|---|
| 2                     |  |  | 1000A-1100A | 30 |  | \$40.00 | 10/28 | 10/28 | 1 |  | FRI | 1 |
| PROGRAM : TODAY 3 ADD |  |  |             |    |  |         |       |       |   |  |     |   |
| CON COM1: TODAY 3 ADD |  |  |             |    |  |         |       |       |   |  |     |   |

OCT24/16 10.01  
\*\*\* KPLC-TV \*\*\*

| LINE#   | REP | CD | TIME PERIOD   | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| : LINE# | :   | :  | :   | :    | :   | :          | : DATE     | : DATE   | : /WK    | : INVT    | :    | : SPTS    |
| 3       |     |    | 1230P-130P<br>PROGRAM : DAYS ADD<br>CON COM1: DAYS ADD        | 30   |     | \$100.00   | 10/28      | 10/28    | 1        |           | FRI  | 1         |
| 4       |     |    | 1200N-1230P<br>PROGRAM : NEWS ADD<br>CON COM1: NEWS ADD       | 30   |     | \$330.00   | 10/28      | 10/28    | 1        |           | FRI  | 1         |
| 5       |     |    | 900A-1000A<br>PROGRAM : TODAY 2 ADD<br>CON COM1: TODAY 2 ADD  | 30   |     | \$65.00    | 10/28      | 10/28    | 1        |           | FRI  | 1         |
| 6       |     |    | 1000A-1100A<br>PROGRAM : TODAY 3 ADD<br>CON COM1: TODAY 3 ADD | 30   |     | \$40.00    | 10/31      | 10/31    | 1        |           | MON  | 1         |
| 7       |     |    | 1230P-130P<br>PROGRAM : DAYS ADD<br>CON COM1: DAYS ADD        | 30   |     | \$100.00   | 10/31      | 10/31    | 1        |           | MON  | 1         |
| 8       |     |    | 1200N-1230P<br>PROGRAM : LIVE@ NOON<br>CON COM1: LIVE@ NOON   | 30   |     | \$330.00   | 10/31      | 10/31    | 1        |           | MON  | 1         |
| 9       |     |    | 1200N-1230P<br>PROGRAM : NEWS ADD<br>CON COM1: NEWS ADD       | 30   |     | \$330.00   | 10/31      | 10/31    | 1        |           | MON  | 1         |
| 10      |     |    | 700P-900P<br>PROGRAM : THE VOICE<br>CON COM1: THE VOICE       | 30   |     | \$1,300.00 | 10/31      | 10/31    | 1        |           | MON  | 1         |
| 11      |     |    | 900A-1000A<br>PROGRAM : TODAY 2 ADD<br>CON COM1: TODAY 2 ADD  | 30   |     | \$65.00    | 10/31      | 10/31    | 2        |           | MON  | 2         |

OCT24/16 10.01  
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| LINE# | REP | CD | TIME PERIOD  | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|--|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 12    |     |    | 1035P-1200M<br>PROGRAM : SATURDAY NIGHT LIVE<br>CON COM1 : SATURDAY NIGHT LIVE | 30   |     | \$70.00    | 10/29      | 10/29    | 1        |           | SAT  | 1         |
| 13    |     |    | 700A-900A<br>PROGRAM : SAT TODAY ADD<br>CON COM1 : SAT TODAY ADD               | 30   |     | \$50.00    | 10/29      | 10/29    | 1        |           | SAT  | 1         |
| 14    |     |    | 700A-900A<br>PROGRAM : SATURDAY TODAY<br>CON COM1 : SATURDAY TODAY             | 30   |     | \$50.00    | 10/29      | 10/29    | 1        |           | SAT  | 1         |
| 15    |     |    | 700A-800A<br>PROGRAM : SUNDAY TODAY ADD<br>CON COM1 : SUNDAY TODAY ADD         | 30   |     | \$55.00    | 10/30      | 10/30    | 1        |           | SUN  | 1         |
| 16    |     |    | 700A-800A<br>PROGRAM : SUNDAY TODAY<br>CON COM1 : SUNDAY TODAY                 | 30   |     | \$55.00    | 10/30      | 10/30    | 1        |           | SUN  | 1         |
| 17    |     |    | 1230P-130P<br>PROGRAM : DAYS ADD<br>CON COM1 : DAYS ADD                        | 30   |     | \$100.00   | 10/27      | 10/27    | 1        |           | THU  | 1         |
| 18    |     |    | 1200N-1230P<br>PROGRAM : NEWS ADD<br>CON COM1 : NEWS ADD                       | 30   |     | \$330.00   | 10/27      | 10/27    | 1        |           | THU  | 1         |
| 19    |     |    | 600P-630P<br>PROGRAM : 7 NWS 6P<br>CON COM1 : 7 NWS 6P                         | 30   |     | \$1,010.00 | 10/27      | 10/27    | 1        |           | THU  | 1         |
| 20    |     |    | 900A-1000A<br>PROGRAM : TODAY 2 ADD<br>CON COM1 : TODAY 2 ADD                  | 30   |     | \$65.00    | 10/27      | 10/27    | 2        |           | THU  | 2         |

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| LINE# | REP   | CD | TIME PERIOD   | LGTH | SEC | RATE     | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-------|----|---|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| :     | LINE# | :  | :   | :    | :   | :        | DATE       | DATE     | :        | :         | :    | SPTS      |
| 21    |       |    | 1000A-1100A<br>PROGRAM : TODAY 3 ADD<br>CON COM1: TODAY 3 ADD | 30   |     | \$40.00  | 10/25      | 10/25    | 1        |           | TUE  | 1         |
| 22    |       |    | 1230P-130P<br>PROGRAM : DAYS ADD<br>CON COM1: DAYS ADD        | 30   |     | \$100.00 | 10/25      | 10/25    | 1        |           | TUE  | 1         |
| 23    |       |    | 1200N-1230P<br>PROGRAM : NEWS ADD<br>CON COM1: NEWS ADD       | 30   |     | \$330.00 | 10/25      | 10/25    | 1        |           | TUE  | 1         |
| 24    |       |    | 700A-900A<br>PROGRAM : TODAY SHOW<br>CON COM1: TODAY SHOW     | 30   |     | \$380.00 | 10/25      | 10/25    | 1        |           | TUE  | 1         |
| 25    |       |    | 900A-1000A<br>PROGRAM : TODAY 2 ADD<br>CON COM1: TODAY 2 ADD  | 30   |     | \$65.00  | 10/25      | 10/25    | 2        |           | TUE  | 2         |
| 26    |       |    | 1000A-1100A<br>PROGRAM : TODAY 3 ADD<br>CON COM1: TODAY 3 ADD | 30   |     | \$40.00  | 10/26      | 10/26    | 1        |           | WED  | 1         |
| 27    |       |    | 1230P-130P<br>PROGRAM : DAYS ADD<br>CON COM1: DAYS ADD        | 30   |     | \$100.00 | 10/26      | 10/26    | 1        |           | WED  | 1         |
| 28    |       |    | 1200N-1230P<br>PROGRAM : LIVE@ NOON<br>CON COM1: LIVE@ NOON   | 30   |     | \$330.00 | 10/26      | 10/26    | 1        |           | WED  | 1         |
| 29    |       |    | 900A-1000A<br>PROGRAM : TODAY 2 ADD<br>CON COM1: TODAY 2 ADD  | 30   |     | \$65.00  | 10/26      | 10/26    | 1        |           | WED  | 1         |

REP HEADLINE# 8425798  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/16 10.01  
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| LINE# | REP   | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-------|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| :     | LINE# | :  | :           | :    | :   | :    | DATE       | DATE     | :        | :         | :    | :         |

CONTRACT TOTAL \$7,140.00  
 TOTAL SPOTS 32

OCT/16 \$4,910.00 NOV/16 \$2,230.00

MARKET TOTALS \$9,037 KPLC 79% KVHP 21% CABL 0% NVHP 0%

ESTIMATED SHARES  
 SVC- NONE  
 DEMOS- RA35+\*



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

KPLC-TV, Lake Charles, LA

**Date:**

10/23/2016

I, Smart Media Group

being/on behalf of: Kennedy for Senate

a legally qualified candidate of the Republican

political party for the office of: Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

| Broadcast Length      | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|-----------------------|----------------------------------|------|-------|----------------|-----------------|
| <h1>SEE ATTACHED</h1> |                                  |      |       |                |                 |

**Attach proposed schedule with charges (if available): \$1,623.50**

I represent that the payment for the above described broadcast time has been furnished by:

Kennedy for Senate 2016

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

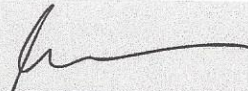
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/23/2016

**Date**



**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**



## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Kennedy for Senate 2016

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

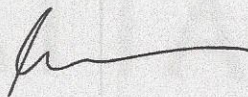
☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



**signature of candidate or authorized committee**

Kennedy for Senate 2016

**printed name**

10/23/2016

**date**



**CONTRACT**

**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

And:

**Smart Media Group, LLC**  
**1427 Leslie Avenue**  
**Alexandria, VA 22301**

|  |  |  |
|--|--|--|
| <b>Contract / Revision</b><br>POL5798 /                      |  | <b>Alt Order #</b><br>08425798                         |
| <b>Product</b><br>KENNEDY FOR SENATE                         |  |  |
| <b>Contract Dates</b><br>10/25/16 - 10/31/16                 |  | <b>Estimate #</b><br>C25C31                            |
| <b>Advertiser</b><br>POL/Kennedy, John/R/US Senate/Louisiana |  | <b>Original Date / Revision</b><br>10/24/16 / 10/24/16 |
| <b>Billing Cycle</b><br>EOM/EOC                              | <b>Billing Calendar</b><br>Broadcast     | <b>Cash/Trade</b><br>Cash                              |
| <b>Property</b><br>KPLC                                      | <b>Account Executive</b><br>Matthew Wurm | <b>Sales Office</b><br>HRP-Washingto                   |
| <b>Special Handling</b>                                      |  |  |
| <b>Demographic</b><br>Households                             |  |  |
| <b>Agv Code</b><br>1046                                      | <b>Advertiser Code</b><br>KENN           | <b>Product 1/2</b><br>ORDR                             |
| <b>Agency Ref</b>  |  | <b>Advertiser Ref</b>                                  |

| *Line | Ch   | Start Date        | End Date        | Description        | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|--------------------|-------------------|------|--------|-------------------|-------------|-----|------|-------|------------|
| N 1   | KPLC | 10/28/16          | 10/28/16        | 7News Nightcast    | 10:00 PM-10:35 PM |      | :30    |                   |             |     | NM   | 1     | \$1,010.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | ----1--            |                   |      |        | 1                 | \$1,010.00  |     |      |       |            |
| N 2   | KPLC | 10/28/16          | 10/28/16        | Today Show III     | 10:00 AM-11:00 AM |      | :30    |                   |             |     | NM   | 1     | \$40.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | ----1--            |                   |      |        | 1                 | \$40.00     |     |      |       |            |
| N 3   | KPLC | 10/28/16          | 10/28/16        | Days of Our Lives  | 12:30 PM-1:30 PM  |      | :30    |                   |             |     | NM   | 1     | \$100.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | ----1--            |                   |      |        | 1                 | \$100.00    |     |      |       |            |
| N 4   | KPLC | 10/28/16          | 10/28/16        | 7News at Noon      | 12:00 PM-12:30 PM |      | :30    |                   |             |     | NM   | 1     | \$330.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | ----1--            |                   |      |        | 1                 | \$330.00    |     |      |       |            |
| N 5   | KPLC | 10/28/16          | 10/28/16        | Today Show II      | 9:00 AM-10:00 AM  |      | :30    |                   |             |     | NM   | 1     | \$65.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/24/16          | 10/30/16        | ----1--            |                   |      |        | 1                 | \$65.00     |     |      |       |            |
| N 6   | KPLC | 10/31/16          | 10/31/16        | Today Show III     | 10:00 AM-11:00 AM |      | :30    |                   |             |     | NM   | 1     | \$40.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/31/16          | 11/06/16        | 1-----             |                   |      |        | 1                 | \$40.00     |     |      |       |            |
| N 7   | KPLC | 10/31/16          | 10/31/16        | Days of Our Lives  | 12:30 PM-1:30 PM  |      | :30    |                   |             |     | NM   | 1     | \$100.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/31/16          | 11/06/16        | 1-----             |                   |      |        | 1                 | \$100.00    |     |      |       |            |
| N 8   | KPLC | 10/31/16          | 10/31/16        | 7News at Noon      | 12:00 PM-12:30 PM |      | :30    |                   |             |     | NM   | 1     | \$330.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/31/16          | 11/06/16        | 1-----             |                   |      |        | 1                 | \$330.00    |     |      |       |            |
| N 9   | KPLC | 10/31/16          | 10/31/16        | 7News at Noon      | 12:00 PM-12:30 PM |      | :30    |                   |             |     | NM   | 1     | \$330.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/31/16          | 11/06/16        | 1-----             |                   |      |        | 1                 | \$330.00    |     |      |       |            |
| N 10  | KPLC | 10/31/16          | 10/31/16        | Monday Prime Other | 7:00 PM-9:00 PM   |      | :30    |                   |             |     | NM   | 1     | \$1,300.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| Week: |      | 10/31/16          | 11/06/16        | 1-----             |                   |      |        | 1                 | \$1,300.00  |     |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.





**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

|  |                                     |  |
|--|-------------------------------------|--|
| <u>Contract / Revision</u><br>POL5798 /      |                                     | <u>Alt Order #</u><br>08425798                         |
| <u>Contract Dates</u><br>10/25/16 - 10/31/16 | <u>Product</u><br>KENNEDY FOR SENAT | <u>Estimate #</u><br>C25C31                            |
| <u>Advertiser</u><br>POL/Kennedy, John/R/US  |                                     | <u>Original Date / Revision</u><br>10/24/16 / 10/24/16 |

| *Line | Ch    | Start Date        | End Date        | Description             | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn | Type | Spots | Amount     |
|-------|-------|-------------------|-----------------|-------------------------|-------------------|------|--------|-------------------|-------------|-----|------|-------|------------|
| N 11  | KPLC  | 10/31/16          | 10/31/16        | Today Show II           | 9:00 AM-10:00 AM  |      | :30    |                   |             |     | NM   | 2     | \$130.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/31/16          | 11/06/16        | 2-----                  |                   |      |        | 2                 | \$65.00     |     |      |       |            |
| N 12  | KPLC  | 10/29/16          | 10/29/16        | Saturday Night Live     | 10:35 PM-12:00 AM |      | :30    |                   |             |     | NM   | 1     | \$70.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -----1-                 |                   |      |        | 1                 | \$70.00     |     |      |       |            |
| N 13  | KPLC  | 10/29/16          | 10/29/16        | NBC Saturday Today Show | 7:00 AM-9:00 AM   |      | :30    |                   |             |     | NM   | 1     | \$50.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -----1-                 |                   |      |        | 1                 | \$50.00     |     |      |       |            |
| N 14  | KPLC  | 10/29/16          | 10/29/16        | NBC Saturday Today Show | 7:00 AM-9:00 AM   |      | :30    |                   |             |     | NM   | 1     | \$50.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -----1-                 |                   |      |        | 1                 | \$50.00     |     |      |       |            |
| N 15  | KPLC  | 10/30/16          | 10/30/16        | NBC Sunday Today Show   | 7:00 AM-8:00 AM   |      | :30    |                   |             |     | NM   | 1     | \$50.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -----1                  |                   |      |        | 1                 | \$50.00     |     |      |       |            |
| N 16  | KPLC  | 10/30/16          | 10/30/16        | NBC Sunday Today Show   | 7:00 AM-8:00 AM   |      | :30    |                   |             |     | NM   | 1     | \$50.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -----1                  |                   |      |        | 1                 | \$50.00     |     |      |       |            |
| N 17  | KPLC  | 10/27/16          | 10/27/16        | Days of Our Lives       | 12:30 PM-1:30 PM  |      | :30    |                   |             |     | NM   | 1     | \$100.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | ---1---                 |                   |      |        | 1                 | \$100.00    |     |      |       |            |
| N 18  | KPLC  | 10/27/16          | 10/27/16        | 7News at Noon           | 12:00 PM-12:30 PM |      | :30    |                   |             |     | NM   | 1     | \$330.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | ---1---                 |                   |      |        | 1                 | \$330.00    |     |      |       |            |
| N 19  | KPLC  | 10/27/16          | 10/27/16        | 7News at Six            | 6:00 PM-6:30 PM   |      | :30    |                   |             |     | NM   | 1     | \$1,010.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | ---1---                 |                   |      |        | 1                 | \$1,010.00  |     |      |       |            |
| N 20  | KPLC  | 10/27/16          | 10/27/16        | Today Show II           | 9:00 AM-10:00 AM  |      | :30    |                   |             |     | NM   | 2     | \$130.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | ---2---                 |                   |      |        | 2                 | \$65.00     |     |      |       |            |
| N 21  | KPLC  | 10/25/16          | 10/25/16        | Today Show III          | 10:00 AM-11:00 AM |      | :30    |                   |             |     | NM   | 1     | \$40.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -1-----                 |                   |      |        | 1                 | \$40.00     |     |      |       |            |
| N 22  | KPLC  | 10/25/16          | 10/25/16        | Days of Our Lives       | 12:30 PM-1:30 PM  |      | :30    |                   |             |     | NM   | 1     | \$100.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -1-----                 |                   |      |        | 1                 | \$100.00    |     |      |       |            |
| N 23  | KPLC  | 10/25/16          | 10/25/16        | 7News at Noon           | 12:00 PM-12:30 PM |      | :30    |                   |             |     | NM   | 1     | \$330.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -1-----                 |                   |      |        | 1                 | \$330.00    |     |      |       |            |
| N 24  | KPLC  | 10/25/16          | 10/25/16        | NBC Today Show          | 7:00 AM-9:00 AM   |      | :30    |                   |             |     | NM   | 1     | \$380.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -1-----                 |                   |      |        | 1                 | \$380.00    |     |      |       |            |
| N 25  | KPLC  | 10/25/16          | 10/25/16        | Today Show II           | 9:00 AM-10:00 AM  |      | :30    |                   |             |     | NM   | 2     | \$130.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | -2-----                 |                   |      |        | 2                 | \$65.00     |     |      |       |            |
| N 26  | KPLC  | 10/26/16          | 10/26/16        | Today Show III          | 10:00 AM-11:00 AM |      | :30    |                   |             |     | NM   | 1     | \$40.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
|       | Week: | 10/24/16          | 10/30/16        | --1----                 |                   |      |        | 1                 | \$40.00     |     |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>POL5798 /      |  | <u>Alt Order #</u><br>08425798                         |
| <u>Contract Dates</u><br>10/25/16 - 10/31/16 |  | <u>Product</u><br>KENNEDY FOR SENAT                    |
| <u>Advertiser</u><br>POL/Kennedy, John/R/US  |  | <u>Estimate #</u><br>C25C31                            |
|  |  | <u>Original Date / Revision</u><br>10/24/16 / 10/24/16 |

| *Line  | Ch   | Start Date        | End Date        | Description       | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn | Type | Spots | Amount     |
|--------|------|-------------------|-----------------|-------------------|-------------------|------|--------|-------------------|-------------|-----|------|-------|------------|
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |
| N 27   | KPLC | 10/26/16          | 10/26/16        | Days of Our Lives | 12:30 PM-1:30 PM  |      | :30    |                   |             |     | NM   | 1     | \$100.00   |
| Week:  |      | 10/24/16          | 10/30/16        | --1----           |                   |      |        | 1                 | \$100.00    |     |      |       |            |
| N 28   | KPLC | 10/26/16          | 10/26/16        | 7News at Noon     | 12:00 PM-12:30 PM |      | :30    |                   |             |     | NM   | 1     | \$330.00   |
| Week:  |      | 10/24/16          | 10/30/16        | --1----           |                   |      |        | 1                 | \$330.00    |     |      |       |            |
| N 29   | KPLC | 10/26/16          | 10/26/16        | Today Show II     | 9:00 AM-10:00 AM  |      | :30    |                   |             |     | NM   | 1     | \$65.00    |
| Week:  |      | 10/24/16          | 10/30/16        | --1----           |                   |      |        | 1                 | \$65.00     |     |      |       |            |
| Totals |      |                   |                 |                   |                   |      |        | 0.00              |             |     |      | 32    | \$7,130.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 09/26/16 - 10/30/16 | 25         | \$4,900.00   | (\$735.00)   | \$4,165.00 |
| 10/31/16 - 10/31/16 | 7          | \$2,230.00   | (\$334.50)   | \$1,895.50 |
| <b>Totals</b>       | 32         | \$7,130.00   | (\$1,069.50) | \$6,060.50 |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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